

Motorcycle Safety FY2017

Motorcycle fatalities have steadily grown over the past decade, largely a result of the increased number of motorcycle riders. Motorcyclists in Michigan constitute 15 percent of all fatalities. Nearly 50 percent of those fatalities occur in Wayne (Metro Detroit), Oakland, Macomb, and Washtenaw counties Genesee County, and Muskegon, Ottawa, and Kent counties (West Michigan).

Goals:

Decrease fatalities and incapacitating injuries involving motorcycles by 8 percent from 670 in 2015 to 617 by December 31, 2018.

Task 1: Training and Education	\$255,000
Section 405(f) funds	\$150,000
Section 402 funds	\$55,000
Section 405(d) funds	\$50,000

Motorcycle Public Education and Outreach

Project Number	CP-17-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$10,000	402
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Encourage motorcyclist safety through training, protective and high-visibility gear.	
Project Objective	Educate motorcyclists on crash prevention by exhibiting at up to three major motorcycle events by September 30, 2017.	

The education and outreach campaign will strive to increase the likelihood of motorcyclists obtaining their motorcycle endorsement, seeking training, preventing crashes, and wearing high-visibility gear.

Funding will also support exhibiting at motorcycle events to assist in promoting the safety campaign to thousands of motorcyclists. These events are Muskegon's Rebel Road, Baldwin Blessing of the Bikes, and Flint's Bikes on the Bricks.

Returning Rider Basic Rider Training and Advance Rider Training

Project Number	MC-17-01	
Benefit to Locals	No	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$150,000	405(f)
Grant Start-up	October 1	
SHSP Strategy	Encourage motorcyclist safety through training, protective and high-visibility gear.	
Project Objective	Increase the number of motorcyclists trained in	

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	returning rider basic riders and advanced riders from 9,400 in 2014 to 9,450 by September 30, 2017. Provide up to eight professional development sessions for current Motorcycle Rider Coaches by September 30, 2017.
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A proven way to improve rider safety is through training and endorsement of riders. Formal motorcyclist training and licensing are critical components necessary to operate a motorcycle safely. The Michigan Motorcycle Training Program administered by MDOS offers returning rider and advanced rider courses through public and private sponsors. These programs train nearly 10,000 motorcyclists annually at nearly 50 training sites.

MDOS will coordinate the transitional Rider Coach preparatory sessions for existing Motorcycle Safety Foundation (MSF) certified RiderCoaches and will also recruit and coordinate additional new RiderCoach sessions.

Funding will support training costs and materials as well as additional training motorcycles to maintain the fleet.

Operation Shadow Rider

Project Number	CP-17-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$45,000	402
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Encourage motorcyclist safety through training, protective and high-visibility gear.	
Project Objective	Conduct at least one mailing to unendorsed motorcycle riders by September 30, 2017.	

The OHSP will collaborate with MDOS and the University of Michigan Transportation Research Institute (UMTRI) to locate unendorsed riders based on the addresses on file with motorcycle registrations. In conjunction with motorcycle traffic safety partners, the OHSP will contact each unendorsed rider by mail to inform the rider about the availability of the Returning Rider Training classes and the Basic Rider Training classes offered in hopes they will obtain their motorcycle endorsements.

Funding will support the printing and mailing to the unendorsed riders in Michigan.

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Motorcyclist Impaired Prevention Campaign

Project Number	CP-17-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$50,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns.	
Project Objective	Develop and distribute education and outreach materials by September 30, 2017.	

The OHSP will collaborate with the Michigan Licensed Beverage Association (MLBA) to distribute education and messaging to motorcyclist demographic groups that tend to ride after drinking, through drinking establishments and licensed beverage providers across Michigan. It takes far more skills to operate a motorcycle while sober than the skills needed to operate a motor vehicle, and riding after drinking is a risky behavior for the rider and other motorists.

MLBA presents a unified voice in Michigan's alcohol beverage industry with more than 1,800 members. Many small businesses are more likely to implement a program from their association than from the government agency that regulates alcohol.

Funding will support the development and distribution of the education and outreach.

Task 2: Evaluation	\$126,000
Section 405(d) funds	\$50,000
Section 402 funds	\$76,000

Motorcyclist Focus Groups

Project Number	CP-17-03	
Grantee	OHSP-PI&E	
Benefit to Locals	No	
Grant Amount, Funding Source	\$50,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Encourage motorcyclist safety through training, protective and high-visibility gear.	
Project Objective	Conduct up to two motorcycle focus groups by September 30, 2017.	

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Crash data shows that nearly a third of all motorcycle crashes and fatalities involve a motorcyclist riding while impaired. Motorcyclists are over-represented in impaired crashes as compared to any other road user in Michigan and across the nation. It is not yet understood why this behavior is acceptable among this demographic, especially when impaired driving of motor vehicles has declined.

A focus group of motorcyclists who have acknowledged using alcohol and riding in the past will engage with the OHSP to help design and create effective public awareness messages to this target audience in hopes of changing this risky behavior.

Funding will support costs related to the focus groups.

Motorcycle Helmet and High Visibility Observation Study

Project Number	MC-17-02	
Benefit to Locals	No	
Grantee	Michigan State University	
Grant Amount, Funding Source	\$76,000	402
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns	
Project Objective	Determine motorcycle helmet and high visibility gear use rates by September 30, 2017.	

Michigan became the 31st state to enact a modified motorcycle helmet use law on April 12, 2012. Riders age 20 and under are still required to wear an approved helmet. Riders age 21 and over may now choose to wear or not wear a helmet if certain training and insurance conditions are met.

The survey's sampling size would increase by 20 percent from the previously conducted Fiscal Year 2013 survey in order to ensure more accurate data. Motorcycle helmet use/misuse will be measured as well as if the rider is wearing high visibility clothing or gear.

Funding will support observation and analysis costs.

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Task 3: Program Management	\$129,000
Section 402 funds	\$129,000

Program Management

Project Number	CP-17-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$129,000	402
Grant Start-up	October 1	
SHSP Strategy	N/A	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.